

August 2013

% Change 2012/2013													
~ = Not open / operating N/A = Not available ** = Data not comparable													
	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	-3.3%	-2.0%	-13.2%	-23.7%	-20.5%	-4.4%	-5.2%	1.7%	3.8%				
Air	-1.4%	-6.9%	-6.8%	-0.5%	-4.0%	-5.7%	-0.3%	2.9%	1.3%				
Ferry	-1.5%	~	~	~	~	-11.1%	2.4%	-2.3%	0.4%				
Cruise Ships	158.9%	~	~	~	~	73.0%	174.8%	264.5%	200.9%				
Motorcoach	42.7%	-100.0%	0.0%	25.0%	-100.0%	26.9%	3.4%	38.5%	74.2%				
Visitor Inquiries (English)													
Tourism PEI Website	19.2%	-1.4%	-8.4%	3.0%	22.0%	15.0%	22.3%	30.4%	35.3%				
Call Centre	-10.7%	6.0%	-9.9%	-12.8%	-4.0%	-20.7%	-4.9%	-11.7%	-13.5%				
Mail Out Kits	-7.5%	11.0%	27.4%	-50.1%	-3.0%	-25.3%	-8.4%	29.4%	28.4%				
Visitor Inquiries (French)													
Tourism PEI Website	-0.5%	6.5%	-10.8%	-7.8%	-11.1%	-9.0%	16.4%	-0.6%	0.0%				
Call Centre	-25.4%	33.3%	-56.1%	-24.2%	-23.7%	-35.8%	-19.2%	-34.7%	8.4%				
Mail Out Kits	-10.9%	46.6%	33.3%	110.0%	-55.6%	-28.0%	-1.3%	-9.5%	39.4%				
Visitor Information Centres													
Airport	-22.9%	~	~	~	~	~	-19.9%	-21.7%	-25.4%				
Charlottetown	-6.9%	~	~	~	~	-13.9%	-7.2%	22.9%	-34.0%				
Borden-Carleton	-12.6%	-50.0%	-40.9%	-32.0%	-32.6%	-31.8%	1.0%	-6.4%	-18.2%				
Wood Islands	15.1%	~	~	~	~	-17.2%	15.0%	12.2%	23.6%				
Cavendish	-4.5%	0.0%	116.7%	-48.1%	17.0%	5.4%	0.3%	-1.3%	-10.3%				
St. Peters	30.7%	~	~	~	~	**	78.8%	28.5%	14.3%				
Summerside	1.4%	~	~	~	~	~	-24.7%	18.6%	-3.2%				
Souris	-62.0%	~	~	~	~	~	-44.5%	-65.6%	-62.0%				
West Prince	-6.8%	~	~	~	~	~	24.7%	-9.8%	-10.1%				
Total Parties Counselling	-13.8%	-45.3%	-31.7%	-35.2%	-28.4%	-13.9%	-3.7%	-9.1%	-21.0%				
Golf PEI													
Non-Member Rounds	-7.7%	~	~	~	-11.6%	-23.9%	-4.8%	-7.3%	-5.2%				
National Parks													
PEI National Park	-4.8%	-17.1%	-21.7%	-9.1%	11.0%	-2.7%	-3.8%	-4.3%	-5.4%				
Province House	-3.0%	73.2%	143.8%	-0.4%	15.2%	-6.9%	-13.2%	0.8%	-4.2%				
Green Gables	2.1%	~	~	~	-28.2%	-43.1%	8.2%	5.9%	5.0%				
Campgrounds	-6.5%	~	~	~	~	~	-30.3%	-11.4%	3.7%				
Provincial Parks													
Parks West	-1.0%	~	~	~	~	-20.9%	3.4%	-5.1%	2.5%				
Parks East	-1.6%	~	~	~	~	-38.5%	-2.4%	-1.8%	-0.2%				
Total	-1.3%	~	~	~	~	-34.2%	0.8%	-3.7%	1.2%				
Historic Sites													
Orwell	2.3%	-4.8%	-15.8%	-44.9%	-16.4%	94.4%	-14.5%	0.4%	16.0%				
Beaconsfield	28.1%	75.5%	231.5%	-20.5%	54.4%	32.2%	46.2%	20.1%	13.2%				
Eptek	15.3%	16.2%	-42.1%	-39.4%	-4.7%	-20.5%	8.0%	29.0%	42.3%				
Acadian Museum	3.7%	97.3%	-56.7%	54.1%	-69.0%	4.5%	12.3%	12.8%	-0.7%				
Elmira	16.7%	~	~	~	~	54.8%	-45.2%	21.9%	32.2%				
Basin Head	29.0%	~	~	~	~	-3.3%	24.3%	32.4%	27.9%				
Green Park	16.8%	~	~	~	~	275.0%	15.7%	43.6%	1.1%				
Total Visitors	18.5%	36.9%	-13.7%	-29.7%	-2.2%	14.9%	9.7%	23.7%	22.7%				

August 2013

% Change 2012/2013		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		110	113	113	128	432	931	1,021	1,031				
% Change		-8.3%	-5.8%	-5.8%	-5.2%	-6.7%	0.4%	1.2%	2.4%				
Total Room-nights Available	938,301	71,083	64,586	72,124	71,497	121,510	169,585	186,156	181,760				
% Change	-4.2%	-2.4%	-9.2%	-3.0%	-11.2%	-1.6%	-3.1%	-1.6%	-5.6%				
Total Room-nights Sold (RNS)	418,218	16,318	18,441	16,878	17,962	33,306	60,977	120,360	133,976				
% Change	-0.1%	-10.7%	-12.9%	-12.5%	-14.9%	-4.6%	8.7%	5.2%	0.6%				
Occupancy Rate	44.6%	23.0%	28.6%	23.4%	25.1%	27.4%	36.0%	64.7%	73.7%				
% Point Change	1.8%	-2.1%	-1.2%	-2.5%	-1.1%	-0.8%	3.9%	4.2%	4.5%				
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	39.2%	28.4%	33.2%	27.2%	23.1%	31.4%	34.3%	56.5%	65.8%				
% Point Change	2.0%	-4.0%	3.2%	-2.4%	-5.9%	4.3%	4.4%	5.2%	7.3%				
Room-nights Sold (RNS)	74,379	5,875	6,236	5,824	4,803	7,576	9,214	16,124	18,727				
% Change	5.8%	-4.3%	2.4%	-6.3%	-18.5%	14.4%	14.7%	9.8%	12.4%				
Green Gables Shore													
Occupancy Rate	47.4%	2.2%	3.3%	1.8%	2.1%	10.1%	27.9%	64.9%	74.8%				
% Point Change	0.7%	0.2%	-2.1%	-0.4%	-1.6%	-2.3%	2.0%	1.5%	2.8%				
Room-nights Sold (RNS)	102,254	74	101	60	88	2,738	15,019	39,754	44,420				
% Change	-2.3%	12.1%	-39.9%	-14.3%	-48.8%	-12.5%	2.8%	-1.7%	-3.4%				
Red Sands													
Occupancy Rate	38.5%	14.6%	17.0%	13.2%	11.4%	8.1%	18.3%	59.0%	67.8%				
% Point Change	2.3%	0.4%	2.6%	1.1%	-0.2%	0.4%	0.3%	2.6%	8.0%				
Room-nights Sold (RNS)	14,345	217	228	198	181	388	1,487	5,595	6,051				
% Change	3.7%	-16.2%	-10.2%	-7.5%	-8.6%	22.8%	6.1%	2.5%	5.5%				
Charlottetown													
Occupancy Rate	46.7%	22.8%	29.3%	23.4%	29.3%	38.8%	50.3%	74.3%	80.7%				
% Point Change	2.2%	-2.3%	-3.7%	-3.5%	1.0%	-1.4%	6.8%	7.8%	3.6%				
Room-nights Sold (RNS)	185,965	9,846	11,507	10,192	12,393	20,545	29,293	44,543	47,646				
% Change	-2.4%	-15.7%	-20.2%	-17.8%	-14.8%	-11.3%	13.2%	10.5%	-0.8%				
Points East													
Occupancy Rate	42.4%	12.5%	17.3%	25.7%	20.0%	16.4%	26.4%	53.3%	65.9%				
% Point Change	3.4%	6.7%	6.4%	8.1%	7.1%	2.5%	1.2%	2.3%	6.8%				
Room-nights Sold (RNS)	41,275	306	369	604	497	2,059	5,964	14,344	17,132				
% Change	5.4%	130.1%	51.2%	49.5%	65.1%	22.1%	-3.3%	6.3%	2.3%				
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	44.6%	24.9%	30.8%	25.2%	27.3%	34.1%	43.1%	66.5%	76.3%				
% Point Change	1.6%	-3.5%	-2.0%	-3.0%	-0.9%	-1.0%	4.9%	5.6%	5.6%				
Room-nights Sold (RNS)	269,972	15,244	17,052	15,427	16,409	27,166	39,944	65,128	73,602				
% Change	-2.0%	-12.9%	-14.3%	-14.2%	-16.0%	-7.0%	7.7%	6.8%	0.5%				
Inns													
Occupancy Rate	56.8%	34.1%	40.7%	35.1%	41.0%	31.1%	47.6%	73.1%	84.3%				
% Point Change	1.4%	9.2%	-2.6%	-3.2%	2.4%	-7.8%	3.8%	6.0%	4.7%				
Room-nights Sold (RNS)	19,179	656	706	675	763	1,430	3,301	5,403	6,245				
% Change	9.1%	57.3%	4.1%	5.3%	21.9%	11.9%	5.1%	8.3%	7.4%				
Cabins/Cottages													
Occupancy Rate	47.8%	9.4%	14.4%	17.4%	12.0%	11.6%	24.2%	64.0%	71.7%				
% Point Change	1.6%	1.4%	1.4%	-3.6%	-8.4%	1.0%	3.5%	1.2%	3.1%				
Room-nights Sold (RNS)	99,911	206	298	405	349	2,706	12,974	39,943	43,030				
% Change	3.8%	24.1%	21.6%	26.6%	-27.6%	13.5%	17.1%	2.6%	0.9%				
Tourist Home/B&B													
Occupancy Rate	32.1%	2.7%	4.9%	4.7%	5.9%	14.3%	29.4%	53.7%	63.0%				
% Point Change	2.8%	-0.1%	-0.2%	-0.2%	-0.7%	-0.2%	1.4%	5.6%	3.9%				
Room-nights Sold (RNS)	27,613	147	243	289	365	1,906	4,574	9,398	10,691				
% Change	-1.5%	-26.1%	-27.7%	-15.5%	-19.1%	-6.0%	-2.7%	4.1%	-2.4%				

August 2013

% Change 2012/2013		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		~	~	~	1	28	44	44	44				
% Change		~	~	~	**	16.7%	4.8%	0.0%	0.0%				
Total Site-nights Available	504,366	~	~	~	**	37,825	139,982	163,236	162,063				
% Change	3.2%	~	~	~	**	11.3%	1.4%	2.6%	2.6%				
Total Site-nights Sold (SNS)	221,857	~	~	~	**	8,632	40,521	90,035	82,669				
% Change	7.0%	~	~	~	**	43.1%	35.9%	2.5%	-1.2%				
Occupancy Rate	44.0%	~	~	~	**	22.8%	28.9%	55.2%	51.0%				
% Point Change	1.6%	~	~	~	**	5.1%	7.3%	0.0%	-2.0%				
North Cape Coastal Drive													
Occupancy Rate	27.5%	~	~	~	**	2.1%	10.8%	35.6%	36.0%				
% Point Change	-0.3%	~	~	~	**	-0.2%	1.3%	-3.9%	-1.4%				
Site-nights Sold (SNS)	15,295	~	~	~	**	53	1,616	6,782	6,844				
% Point change	11.6%	~	~	~	**	-20.9%	17.8%	6.9%	15.5%				
Green Gables Shore													
Occupancy Rate	50.1%	~	~	~	**	28.1%	35.1%	62.4%	55.2%				
% Point Change	3.6%	~	~	~	**	11.0%	11.1%	2.5%	-1.2%				
Site-nights Sold (SNS)	165,271	~	~	~	**	5,072	33,028	67,858	59,313				
% Point change	10.4%	~	~	~	**	110.1%	49.8%	4.9%	-2.0%				
Red Sands													
Occupancy Rate	26.6%	~	~	~	**	29.7%	26.8%	28.3%	23.4%				
% Point Change	-20.1%	~	~	~	**	-15.4%	-12.0%	-21.7%	-27.0%				
Site-nights Sold (SNS)	3,190	~	~	~	**	470	797	1,051	872				
% Point change	-42.3%	~	~	~	**	-24.8%	-31.8%	-43.5%	-53.5%				
Charlottetown													
Occupancy Rate	39.6%	~	~	~	**	30.4%	26.2%	49.3%	51.8%				
% Point Change	-0.4%	~	~	~	**	2.1%	-1.3%	-3.0%	0.7%				
Site-nights Sold (SNS)	14,655	~	~	~	**	2,768	2,385	4,633	4,869				
% Point Change	2.6%	~	~	~	**	9.1%	1.7%	-5.4%	8.2%				
Points East													
Occupancy Rate	33.5%	~	~	~	**	4.1%	14.4%	43.3%	48.1%				
% Point Change	-0.7%	~	~	~	**	-1.9%	0.0%	-2.2%	-0.9%				
Site-nights Sold (SNS)	23,446	~	~	~	**	269	2,695	9,711	10,771				
% Point change	-2.9%	~	~	~	**	-30.8%	-6.5%	-3.1%	-0.7%				

August 2013

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)	640,075	16,318	18,441	16,878	17,962	41,938	101,498	210,395	216,645				
% Change	2.3%	-10.7%	-12.9%	-12.5%	-14.9%	2.4%	18.1%	4.1%	-0.1%				
ORIGIN BREAKDOWN	100%	100%			100%			100%					
Canada	89.0%	94.9%	95.0%	95.2%	93.5%	89.3%	88.8%	88.3%	87.7%				
United States	7.7%	3.2%	3.2%	2.3%	4.3%	6.7%	8.0%	8.6%	8.5%				
International	3.3%	1.9%	1.8%	2.5%	2.2%	4.0%	3.2%	3.1%	3.8%				
% Change 2012/2013													
CANADA ONS*	1.8%	-7.3%	-12.1%	-11.8%	-14.7%	1.1%	21.2%	2.9%	-1.4%				
Fixed Roof - RNS*	-1.3%	-7.3%	-12.1%	-11.8%	-14.7%	-7.0%	10.4%	3.0%	-1.1%				
Campground - SNS*	7.2%	~	~	~	**	45.9%	38.3%	2.7%	-1.8%				
Alberta ONS*	9.9%	-41.0%	15.6%	-43.3%	-45.6%	38.6%	16.1%	26.9%	-2.4%				
Fixed Roof - RNS*	7.7%	-41.0%	15.6%	-43.3%	-45.6%	57.7%	12.2%	25.9%	-6.9%				
Campground - SNS*	21.5%	~	~	~	**	-51.3%	35.5%	31.3%	23.0%				
British Columbia ONS*	-7.9%	-57.8%	-3.6%	-22.6%	-5.5%	-20.8%	-8.3%	4.1%	-9.5%				
Fixed Roof - RNS*	-7.5%	-57.8%	-3.6%	-22.6%	-5.5%	-21.9%	-5.4%	4.7%	-7.4%				
Campground - SNS*	-9.4%	~	~	~	**	1.8%	-20.3%	2.4%	-17.0%				
Manitoba ONS*	5.6%	-53.0%	397.8%	29.0%	-64.9%	-35.3%	23.6%	17.4%	5.3%				
Fixed Roof - RNS*	1.8%	-53.0%	397.8%	29.0%	-64.9%	-38.8%	25.8%	12.8%	-1.1%				
Campground - SNS*	46.6%	~	~	~	**	433.3%	-2.0%	47.7%	54.9%				
New Brunswick ONS*	0.7%	-7.4%	-21.5%	-14.9%	-13.7%	-10.3%	19.9%	2.9%	3.6%				
Fixed Roof - RNS*	-1.6%	-7.4%	-21.5%	-14.9%	-13.7%	-12.0%	17.9%	3.4%	2.5%				
Campground - SNS*	6.7%	~	~	~	**	26.2%	25.3%	2.1%	5.4%				
Newfoundland ONS*	-4.1%	-42.0%	28.1%	-43.3%	-22.6%	-53.5%	28.0%	8.5%	2.4%				
Fixed Roof - RNS*	-7.3%	-42.0%	28.1%	-43.3%	-22.6%	-49.3%	11.4%	7.0%	2.2%				
Campground - SNS*	13.9%	~	~	~	**	-88.3%	109.2%	14.6%	3.2%				
Nova Scotia ONS*	-0.3%	-2.5%	-21.8%	-16.8%	-22.3%	-0.8%	16.1%	3.3%	0.3%				
Fixed Roof - RNS*	-1.5%	-2.5%	-21.8%	-16.8%	-22.3%	-3.3%	15.2%	2.1%	2.7%				
Campground - SNS*	3.0%	~	~	~	**	80.5%	19.0%	5.3%	-3.9%				
Nunavut ONS*	-28.1%	-12.5%	-100.0%	200.0%	-100.0%	-81.3%	82.9%	-13.8%	-32.5%				
Fixed Roof - RNS*	-22.6%	-12.5%	-100.0%	200.0%	-100.0%	-81.3%	100.0%	-10.7%	-14.8%				
Campground - SNS*	-70.6%	~	~	~	**	0.0%	-100.0%	-33.3%	-81.8%				
Northwest Territories ONS*	-36.3%	-40.0%	2000.0%	-33.3%	-66.7%	-92.9%	-2.9%	35.6%	28.3%				
Fixed Roof - RNS*	-37.8%	-40.0%	2000.0%	-33.3%	-66.7%	-92.9%	-2.9%	36.5%	56.0%				
Campground - SNS*	-19.6%	~	~	~	**	0.0%	0.0%	33.3%	-77.3%				
Ontario ONS*	0.6%	-3.9%	-13.6%	5.8%	-9.7%	-8.0%	14.3%	0.4%	-0.8%				
Fixed Roof - RNS*	1.0%	-3.9%	-13.6%	5.8%	-9.7%	-8.3%	13.1%	3.1%	-1.3%				
Campground - SNS*	-1.0%	~	~	~	**	5.3%	22.0%	-8.2%	1.5%				
Prince Edward Island ONS*	8.2%	9.0%	8.4%	-9.9%	1.0%	40.2%	35.2%	3.3%	-5.3%				
Fixed Roof - RNS*	-2.5%	9.0%	8.4%	-9.9%	1.0%	17.6%	-10.6%	-9.1%	-9.1%				
Campground - SNS*	12.4%	~	~	~	**	58.6%	47.3%	5.3%	-4.5%				
Quebec ONS*	-3.8%	-27.2%	-8.7%	-2.5%	0.1%	-10.9%	2.3%	-3.2%	-4.0%				
Fixed Roof - RNS*	-3.7%	-27.2%	-8.7%	-2.5%	0.1%	-10.2%	-0.5%	-0.5%	-4.3%				
Campground - SNS*	-4.1%	~	~	~	**	-24.6%	12.7%	-6.2%	-3.5%				
Saskatchewan ONS*	3.2%	-20.8%	203.7%	44.6%	-33.0%	-41.3%	37.6%	19.3%	-7.6%				
Fixed Roof - RNS*	-5.1%	-20.8%	203.7%	44.6%	-33.0%	-49.0%	28.9%	12.7%	-16.5%				
Campground - SNS*	75.6%	~	~	~	**	385.7%	100.0%	49.7%	78.5%				
Yukon ONS*	-22.3%	-85.7%	25.0%	40.0%	50.0%	-72.3%	31.6%	-22.4%	-33.6%				
Fixed Roof - RNS*	-21.3%	-85.7%	25.0%	40.0%	50.0%	-72.3%	41.3%	-20.0%	-34.4%				
Campground - SNS*	-26.8%	~	~	~	**	0.0%	-9.1%	-30.8%	-31.3%				

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	-1.0%	-48.1%	-26.5%	-45.6%	-10.4%	13.2%	2.6%	2.5%	-1.7%				
	Fixed Roof - RNS*	-1.1%	-48.1%	-26.5%	-45.6%	-10.4%	13.9%	4.4%	3.8%	-2.8%				
	Campground - SNS*	-0.3%	~	~	~	**	7.5%	-4.5%	-1.7%	2.2%				
New England	ONS*	1.0%	58.6%	-30.9%	-9.3%	2.4%	8.4%	6.5%	3.7%	-3.4%				
	Fixed Roof - RNS*	2.9%	58.6%	-30.9%	-9.3%	2.4%	11.6%	11.5%	9.1%	-5.4%				
	Campground - SNS*	-6.4%	~	~	~	**	-32.5%	-17.6%	-13.2%	3.5%				
Mid-Atlantic	ONS*	-1.5%	36.7%	23.6%	-5.2%	-12.5%	-22.2%	2.3%	-7.0%	3.6%				
	Fixed Roof - RNS*	-1.5%	36.7%	23.6%	-5.2%	-12.5%	-23.9%	10.4%	-6.2%	0.9%				
	Campground - SNS*	-1.8%	~	~	~	**	9.5%	-26.9%	-11.2%	18.4%				
South	ONS*	4.3%	-71.6%	42.6%	-51.8%	18.0%	77.5%	1.7%	10.8%	-2.3%				
	Fixed Roof - RNS*	0.5%	-71.6%	42.6%	-51.8%	18.0%	49.5%	-7.3%	8.6%	-1.5%				
	Campground - SNS*	15.9%	~	~	~	**	372.7%	29.2%	15.8%	-4.4%				
Midwest	ONS*	-1.5%	-33.3%	-52.2%	-64.9%	-38.0%	63.6%	4.3%	3.4%	-7.8%				
	Fixed Roof - RNS*	-1.6%	-33.3%	-52.2%	-64.9%	-38.0%	66.9%	11.6%	3.6%	-11.9%				
	Campground - SNS*	-1.2%	~	~	~	**	10.5%	-26.1%	2.8%	10.2%				
West	ONS*	-13.4%	-60.1%	-55.9%	-74.5%	-18.8%	-36.0%	-4.2%	-6.5%	4.7%				
	Fixed Roof - RNS*	-12.3%	-60.1%	-55.9%	-74.5%	-18.8%	-20.4%	-3.3%	-6.3%	10.1%				
	Campground - SNS*	-18.5%	~	~	~	**	-85.9%	-7.9%	-7.5%	-10.5%				
INTERNATIONAL	ONS*	1.3%	-45.1%	-24.5%	11.7%	-28.3%	12.5%	-0.9%	19.7%	-5.6%				
	Fixed Roof - RNS*	-0.8%	-45.1%	-24.5%	11.7%	-28.3%	15.2%	-3.8%	21.9%	-10.1%				
	Campground - SNS*	19.0%	~	~	~	**	-39.2%	25.5%	7.8%	30.8%				
Australia	ONS*	-0.7%	-100.0%	100.0%	175.0%	86.7%	-33.6%	42.8%	46.2%	-26.4%				
	Fixed Roof - RNS*	-2.5%	-100.0%	100.0%	175.0%	86.7%	-28.8%	55.4%	28.6%	-28.1%				
	Campground - SNS*	17.9%	~	~	~	**	-100.0%	-45.0%	205.9%	-9.4%				
China	ONS*	50.7%	40.0%	-47.5%	-53.8%	21.1%	-14.1%	269.6%	93.5%	51.6%				
	Fixed Roof - RNS*	56.8%	40.0%	-47.5%	-53.8%	21.1%	-14.1%	267.9%	111.5%	70.0%				
	Campground - SNS*	-88.0%	~	~	~	**	0.0%	**	-90.9%	-92.9%				
England	ONS*	-6.2%	133.3%	-10.5%	18.8%	-65.8%	-50.5%	0.4%	-12.4%	10.7%				
	Fixed Roof - RNS*	-8.3%	133.3%	-10.5%	18.8%	-65.8%	-51.7%	0.0%	-11.0%	4.0%				
	Campground - SNS*	30.4%	~	~	~	**	0.0%	4.8%	-40.0%	122.2%				
France	ONS*	-8.2%	**	-100.0%	100.0%	-40.0%	78.1%	-5.9%	12.2%	-27.8%				
	Fixed Roof - RNS*	-12.9%	**	-100.0%	100.0%	-40.0%	72.4%	-1.7%	3.9%	-34.4%				
	Campground - SNS*	19.3%	~	~	~	**	133.3%	-37.5%	65.0%	3.8%				
Germany	ONS*	31.2%	61.9%	640.0%	64.5%	-9.7%	-32.5%	49.8%	27.7%	41.2%				
	Fixed Roof - RNS*	44.1%	61.9%	640.0%	64.5%	-9.7%	-26.9%	94.9%	45.2%	42.0%				
	Campground - SNS*	-3.0%	~	~	~	**	-60.6%	-23.3%	-11.2%	38.8%				
Ireland	ONS*	-0.6%	**	**	-22.2%	-100.0%	133.3%	80.0%	24.2%	-76.1%				
	Fixed Roof - RNS*	-1.2%	**	**	-22.2%	-100.0%	133.3%	68.0%	23.4%	-75.0%				
	Campground - SNS*	20.0%	~	~	~	**	0.0%	**	50.0%	-100.0%				
Japan	ONS*	-12.2%	-75.0%	-79.3%	-42.2%	-61.9%	56.6%	-7.0%	10.7%	-29.1%				
	Fixed Roof - RNS*	-11.9%	-75.0%	-79.3%	-42.2%	-61.9%	56.6%	-5.9%	11.3%	-29.2%				
	Campground - SNS*	-83.3%	~	~	~	**	0.0%	-100.0%	-100.0%	0.0%				
Netherlands	ONS*	19.6%	**	0.0%	-80.0%	200.0%	109.5%	8.5%	22.3%	-4.8%				
	Fixed Roof - RNS*	28.6%	**	0.0%	-80.0%	200.0%	133.3%	-19.4%	76.8%	-19.5%				
	Campground - SNS*	0.0%	~	~	~	**	-33.3%	62.5%	-42.6%	47.8%				
Scotland	ONS*	8.5%	0.0%	**	-100.0%	-95.2%	**	55.0%	47.7%	-14.6%				
	Fixed Roof - RNS*	6.2%	0.0%	**	-100.0%	-95.2%	**	50.0%	43.2%	-14.6%				
	Campground - SNS*	**	~	~	~	**	0.0%	**	**	0.0%				
Switzerland	ONS*	8.1%	-85.7%	0.0%	-50.0%	-52.9%	6.7%	-26.9%	39.4%	3.0%				
	Fixed Roof - RNS*	-1.1%	-85.7%	0.0%	-50.0%	-52.9%	38.9%	-31.3%	35.7%	-15.3%				
	Campground - SNS*	23.3%	~	~	~	**	-41.7%	-21.8%	44.0%	47.9%				
Others	ONS*	-1.9%	-52.3%	-28.9%	57.4%	-26.8%	27.7%	-23.5%	16.8%	-3.8%				
	Fixed Roof - RNS*	-5.5%	-52.3%	-28.9%	57.4%	-26.8%	27.9%	-33.3%	18.3%	-8.6%				
	Campground - SNS*	31.9%	~	~	~	**	16.7%	168.9%	6.5%	32.2%				

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of non-commercial/non-resident vehicles leaving PEI at Confederation Bridge against the same period of last year.

Air Traffic - Source: Charlottetown Airport Authority. Data is the percentage change of the number of air passengers enplaning and deplaning at the Charlottetown Airport against the same period of last year.

Ferry Traffic - Source: Northumberland Ferries Limited. Data is the percentage change of the counts of vehicles leaving PEI via the Wood Island Ferry against the same period of last year.

Cruise Ships - Source: Charlottetown Harbour Authority Inc. Data is the percentage change of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport against the same period of last year.

Motorcoach - Source: Tourism PEI. Motorcoach is the short form of "motorcoach tour", which is defined as group tours that are transported via large and well-powered bus to their destinations, itinerary activities, and back. Data is the percentage change of the total number of room-nights sold to motorcoach passengers against the same period of last year. *Note: Motorcoach data is not available by origin.*

Tourism PEI Website - Source: Tourism PEI. Data is the percentage change of the total number of visits to www.tourismpei.com against the same period of last year.

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of Tourism PEI call centre inquiries during business hours against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres - Source: Tourism PEI. Data is the percentage change of the counts of parties counselled at each Visitor Information Centre against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change of the number of person-visits ⁽¹⁾ made to the national park. Province House and Green Gables data is the percentage change of the number of visitors to each historic site. PEI National Park campground data is the percentage change of the number of site-nights sold.

⁽¹⁾ Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

Provincial Parks - Source: Tourism PEI. Data is the percentage change of the total number of site-nights sold at all provincial campgrounds against the same period of last year.

Historic Sites - Source: PEI Museum. Data is the percentage change of the total number of visitors to each historic site against the same period of last year.

OCCUPANCY

Room-nights Sold (RNS) - The number of room-nights sold in each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures. All RNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterisk (RNS*).

Site-nights Sold (SNS) - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI and includes motorcoach figures. All SNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterisk (SNS*).

Occupancy Rate - The percentage of room-nights that are occupied (sold) out of all room-nights available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures.

VISITOR ORIGINS

Overnight Stays (ONS) - The number of room-nights and site-nights sold (combined) in each month. This number is calculated based on reports submitted by all licensed fixed-roof and campground operations in PEI and includes motorcoach figures. All ONS breakdown by province, state or country does not include motorcoach figures and is indicated by an asterisk (ONS*).

Visitor Origins - The percentage change of the number of overnight stays at either fixed-roof accommodation or campground by visitors from each region against the same period of last year. The breakdown of fixed-roof accommodation and campground are also reported.

Origin Breakdown - These percentages do not include motorcoach figures.

Current Operator Compliance Rate: 94.88%

All data subject to ongoing revisions from the various sources of data

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Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division